

Pointers For Parents

Action Heroes Offer Big Fun For Small Hands

(NAPSA)—The smallest hands can now grasp big adventure. For young children, this means playtime filled with re-enactments of superheroes' heroic feats.

Superheroes exemplify the noble qualities of playing fair and doing good deeds, and give youngsters someone to look up to. Now there's a kid-friendly collection of action figures and accessories that introduces little ones to the world of superheroes with easy-to-use play features.

"Developmentally, many toys allow kids to adopt aspirational roles and model altruistic behavior in a way that is essential at their age," said Dr. Michael Shore, vice president, consumer insights, Mattel Brands. "These toys are integral in giving kids a platform to explore their creativity, express emotions and develop their different motor skills—even grow their vocabularies. From a social standpoint, superhero play is very important for kids to learn things such as turn-taking and sharing."

With the launch of the new, preschool-friendly collection of DC Super Friends™, Mattel has created action figure play for an entirely new generation, with built-tough figures and vehicles designed for small hands!

With My First Batmobile™, youngsters get to imagine themselves cruising the streets of Gotham City with the Caped Crusader. This big, easy-to-handle vehicle is great for the little hands



A new line of toys, based on popular superheroes, presents small children with a big opportunity for hands-on fun.

of the 5-and-under crime fighter. It includes a net launcher, realistic sound effects and cool lights, and can fit two Super Friends characters side by side.

The figures themselves come in Basic and Deluxe versions. The Basic figures line introduces kids to the ultimate superhero universe with easy-to-use features. Each figure—including Superman™, Batman™, The Flash™ and Aquaman™—comes with an air-powered accessory so youngsters can protect their hometown and capture the bad guys. Deluxe figures—Batman, Green Lantern™ and Superman—include an innovative one-touch feature to light up and activate certain parts on each figure. All figures are recommended for children ages 2 and up.

To learn more about the DC Super Friends line of figures and vehicles, visit www.mattel.com.